

**CINCINNATI TO BE NAMED TO PRESTIGIOUS 'MOST LIVABLE' LIST
AT THE NATIONAL PRESS CLUB IN WASHINGTON, D.C., APRIL 20**

CINCINNATI, March 11, 2004 – Take another bow, Cincinnati USA.

Following on the heels of Esquire Magazine naming Cincinnati a Top 10 “City That Rocks,” on Tuesday, April 20, the Greater Cincinnati region will be named one of the “Most Livable” cities (population 300,000-plus) in the United States by the national, non-profit organization, Partners for Livable Communities.

The announcement will be held at the National Press Club, featuring a keynote speech by U.S. Treasury Secretary John Snow, and will be followed by a congressional reception. A delegation of Cincinnati business, community and creative-thought leaders will attend to accept the prestigious designation for the region. The delegation will be led by the Greater Cincinnati Chamber of Commerce and its regional economic development initiative, the Cincinnati USA Partnership.

The complete list of cities will not be released until the April 20 event. Cincinnati is expected to be among less than 10 large cities selected. The honored cities will be featured in a special supplement in an upcoming edition of USA TODAY as well as on a “Most Livable” Web site.

“We are honored by this national recognition,” said Cincinnati Mayor Charlie Luken. “Clearly people across the country are realizing that Cincinnati has built a community that is attractive to families, young professionals and people of all races and ethnicities. It’s fantastic to see all of our hard work recognized with this prestigious honor.”

Added Michael Fisher, president of the Greater Cincinnati Chamber of Commerce, “It’s terrific to see this outstanding validation of what those of us who live here already know. With the teamwork of regional leaders, the renaissance of our arts community and the resurgence of our sports franchises, it’s tough to beat Cincinnati for our quality of life.”

Cincinnati was rated against other cities regions in the categories of: New Economy, labor force preparedness, vibrancy of the urban core, regional cooperation, image and branding, tourism strategies, leadership institutions and collaborations, quality of neighborhoods, environmental concerns, human development, investments in the creative community, and private, public and community partnerships.



For more information on **Cincinnati USA** news, contact:

Partners for Livable Communities is a non-profit organization, founded in 1977, that focuses on the restoration and renewal of America's communities. Its board, which is comprised of national business and community leaders, based this year's selection process on the "Creative Economy/Community."

According to the Partners for Livable Communities, Greater Cincinnati was chosen as the region has been successful in blending its culture, rich heritage and the arts with social and economic initiatives that create an exceptional quality of life.

In addition, the Partners for Livable Communities Board cited companies such as The Procter & Gamble Co. and other manufacturers which attract investment, diversity and creative minds to the region.

According to the national organization, "Cincinnati USA is aggressively committed to seizing the technological reins of the new millennium and galloping full speed into the future by leveraging and sustaining its role as a high-tech leader and incubator for creative resources. With more than 2,000 area firms currently engaged in high technology and a proliferation of research and development centers, the region is carefully focusing its financial resources on those opportunities that hold the most promise for high-wage, high-growth jobs that will continue to attract families, businesses and skilled employees."

In 1994, Cincinnati was rated the most livable city in the United States by Places Rated Almanac. Most recently, in its April, 2004, issue, Esquire Magazine named Cincinnati No. 7 on its list of America's Top 10 "Cities That Rock."

Other Cincinnati accolades are at: <http://www.cincinnatiusa.org/pdf/living/accolades.pdf>

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